ALBERTA GAMES

Alberta Games Brand Guidelines for Provincial Sport Organizations

DECEMBER 2024 | V.3

Alberta

Purpose of this guide

These guidelines are designed to help Provincial Sport Organizations create materials that excite and engage audiences, while keeping in step with the Alberta Games brand.

For questions about these guidelines, approval of artwork, or other additional branded items not covered in this guide, please contact:

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Alberta Tourism and Sport
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Alberta Government Identity Team
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Overview

1. Provincial Sport Organizations are **ONLY** permitted to use the official Alberta Games event logo.

2. The logo can be displayed in full color, black or white.

3. The logo can be displayed stacked or horizontal.

4. No other logos are allowed to be used on Zone field of play uniforms. All logos must be approved by Alberta Games.

5. The Alberta Games identity (including all of its primary, secondary and tertiary elements) MUST NOT be altered or distorted in any way.

6. The Alberta Games are hosted every two years by communities across the province. each Games will receive a logo variation with the host city, Games type (Summer/ Winter), and year. These logos will be created by the Government Identity team.

Logo rules

Teams producing Alberta Games branded field-of-play uniforms and apparel must follow these official guidelines:

1. **Teams CANNOT produce their own logo for the Games.** Only use the official Alberta Games Event logo. No other logos are allowed on Zone clothing and field of play uniforms.

2. **The Alberta Games event logo and wordmark MUST NOT be dismantled, altered, or applied in any way other than their intended use.**

3. **The torch logo and wordmark MUST be either black, white, or full-colour.**

4. **All apparel, artwork and design MUST be approved by Sport, Physical Activity and Recreation(SPAR).**

Applying the Alberta Games event logo

Safe zone

To make sure the logo remains readable and impactful, a safe zone on four sides of the logo must be left clear of all other elements. This area is equal to the height of the first two lines of the wordmark, seen here as “HOST CITY”.

Applying the Alberta Games event logo

Colour

The Alberta Games colours are in the Government of Alberta brand palette. Whenever possible, use the Pantone colour codes for best matching. RGB and HEX codes are used for digital and web applications, while the CMYK system is applied to printed collateral when Pantone system cannot be used.

Colour use

The primary Alberta Games event logo is the full colour version. The primary background colour for Alberta Games is Sky Dark. Use the white logo dark backgrounds when the black or full colour logo cannot be used for contrast, readability, or cost reasons.

Rule of use

The colours of the Alberta Games event logo **MUST NOT** be altered in any way.

GoA Sky Dark
PMS 3025C (coated)
PMS 315U (uncoated)
CMYK 100C, 17M, 0Y, 51K
RGB 0R, 80G, 114B
HEX# 005072

GoA Sky Light
PMS 305C (coated)
PMS 310U (uncoated)
CMYK 51C, 0M, 9Y, 0K
RGB 95R, 206G, 234B
HEX# 5FCEEA

Full colour version

One colour versions

Applying the Alberta Games event logo

Applying the Alberta Games event logo

Zone colour application

Zone 1
Sunny South

Grey

Zone 2
Big Country

Brown/Burgundy

Zone 3
Calgary

Red

Zone 4
Parkland

Orange

Zone 5
Black Gold/
Yellowhead

Yellow

Zone 6
Edmonton

Green

Zone 7
North East

Navy Blue

Zone 8
Peace Country

Royal Blue

More information

All artwork must be submitted to Sport, Physical Activity and Recreation for approval.

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